



FY 2014 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



The glories of this universe made mine through PBS39: Machu Picchu, Judy Dench, The Hermitage, anthills or Atlantis – a world of knowledge, travel, beauty – PBS39 continuously invites me to explore myriad possibilities which is why I am moved to donate – so that I may keep on enjo9ying all aspects of this “Heaven which is God’s” – but not just His!!

– Martin B. Tierney , PBS39 Donor, Fort Wayne

The mission of Fort Wayne Public Television, Inc. (PBS39) is to provide high quality telecommunication and developmental opportunities through educational, informational, cultural and entertaining programs and service.



PBS39 is a valuable part of the northeast Indiana area:

PBS39 has been defined by northeast Indiana viewers as a “public alternative to commercial broadcasting,” “a public library - neutral ground - a place where ideas can be shared through its broadcast signal to anyone that wishes to tune that signal in,” and “a vital, consistent source of quality programming.”

PBS39 upholds the high level of trust that viewers have in public television for its quality programming, its respect for the audience, and its commitment to early childhood education and lifelong learning.

PBS39 educates, engages across northeast Indiana:

PBS39 serves 277,000 households in 16 counties in northeast Indiana and northwest Ohio providing children’s educational programming 24-hours a day, plus access to the arts and sciences, local performances, news and public affairs.. Since 1975, PBS39 has been the only public television station in northeast Indiana, and the only locally-owned & operated full-power television service in our community. PBS39 seeks to be relevant, responsive, and relational to its service area.

In FY 2014, PBS39 provided these key local services:

- Live arts broadcasts, including The IPFW Holiday Concert, The Fort Wayne Children’s Choir and Heartland Sings!
- New partnership with the Allen County Public Library to stream Northeast Indiana Radio Reading Service on 39.4
- Hands-on literacy programs, such as *The PBS Kids Go! Writers Contest*, *PBS39 Kids Summer Reading Challenge*, ongoing partnership with the FW TinCaps Reading Program
- Production, screening and broadcasts of Honor Flight Northeast Indiana documentary
- Weekday schedule of call-in public affairs shows on topics of local and regional interest.



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Empowering Community Connections

PBS39 exists thanks to a visionary father's commitment to fulfill the educational needs of his little girl. When Wally Fosnight moved to Fort Wayne from Pittsburgh in 1970 he soon discovered that his young daughter's favorite programs, *Mr. Rogers' Neighborhood* and *Sesame Street*, could not be seen locally. Motivated to address this void, Mr. Fosnight's investigations culminated two years later in the creation of a local public television station, which ensured community access to quality educational programming for *all* children in the area. Thus the mission of PBS39 is *to provide high-quality telecommunication and developmental opportunities through educational, informational, cultural and entertaining programs and services.*

As a result of a 2013 power increase, PBS39 serves more than 800,000 persons in northeast Indiana, southern Michigan, and northwest Ohio. PBS39 provides children's educational programming 24-hours a day, plus access to the arts and sciences, local performances, news and public affairs. In addition to the station's main channel, viewers can receive PBS39Kids (39-2), which is dedicated to quality, non-commercial, educational, children's programming; PBS39Create (39-3) offers a national PBS schedule of "How To...", travel and lifestyle programs, and PBS39Explore (39-4), which airs local and Indiana-centric programs, news and public affairs, and the best of PBS. Meeting the broad range of needs and interests of the community is the heart of PBS39's mission.

Although PBS39 broadcasts on all local cable systems, some households cannot afford a monthly cable bill, and PBS39 becomes a critical, free, over-the-air educational, cultural and civic broadcast service, available to any home or classroom, regardless of income, education, gender, ethnic background or age. PBS39's history provides the foundation for continued success as it links the diverse resources of the region with its entire population. It is the vision of PBS39 to be an indispensable and trusted community partner by being an ongoing model of excellence while enhancing the quality of life in the community.

A Strategic Focus on the Station-Community Relationship

Strengthening localism remains a key component of PBS39's strategic plan. Noteworthy in this regard are the following accomplishments:

Northeast Indiana viewers enjoyed the fourth annual live broadcast of the IPFW Holiday Concert from Auer Performance Hall in December 2014, produced in partnership with IPFW.

This fall, PBS39 and the Northeast Indiana Radio Reading Service (NEIRRS) launched a collaboration that allows the NEIRRS audio broadcast to be heard on PBS39Explore (39-4) as part of the Second Audio Program (SAP) on that channel. This new expansion of NEIRRS allows viewers in a greater geographic area to be able to access NEIRRS broadcasts by using their television set, tuning to channel 39.4 and changing the audio settings for this channel on their television set to allow for the reception of the NEIRRS broadcast as it is simulcast. This collaboration offers more flexibility for vision and reading-impaired citizens in the northeast Indiana region. Now, thanks to this effort, a viewer's TV can now act as a primary or secondary receiver of this service in their home, or, as a means for those people wishing to take advantage of the NEIRRS broadcast but who have not yet received a special NEIRRS receiver. Instructions are available at branches of the Allen County Public Library or for download as a PDF file from PBS39's website at <http://wfw.org/NEIRRS/UseYourTVToAccess-EnjoyNEIRRS.pdf>.

In October 2014, PBS39 studios were used to host and broadcast the only live Indiana Third District Congressional Candidates Debate from our studios. Station staff produced the event that was used on TV and radio stations throughout Indiana.



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PBS39 completed fund raising for the second phase of a \$2.5 million technology campaign, *Empowering Community Connections*. PBS39 has begun the process to upgrade its edit suites, control rooms and studios to High Definition (HD) in order to create local programming that meets viewer expectations and merits community support. Funding is now being sought to achieve the campaign's final phase, which is the acquisition of remote broadcasting capability to connect viewers to regional cultural and civic events.

In August 2014, PBS39 hosted state legislators and leaders in the early childhood education field for a taping of *Primetime39* on the value of and return on investment in pre-K development with Melanie Brizzi from with the Office of Early Childhood and Out of School Learning (part of Indiana Family and Social Services Administration) and John Peirce, consultant to from the Big Goal Collaborative and United Way of Allen County for Early Childhood Initiatives. This was followed by a broadcast "Little Children, Big Returns," which explored the question of why it makes economic sense for Indiana to invest in state-funded early childhood education. The program was followed by a live panel discussion and viewer call-in.

Regarding early childhood education, PBS39 is a member of the United Way of Allen County's Early Childhood Education Network. The station is also participating in "Building STEAM," a United Way committee now developing a project (scope of which to be defined and implemented before September 2015) to enhance curiosity and creativity as life skills that connect to our community's future.

In summer 2014, PBS39 upgraded its Library Corner to a Digital Media Lab at the Eckhart Public Library in Auburn. Enhancements included the acquisition of iPad Minis, charging station, youth chairs and PBS apps and resources to serve the more than 5,300 DeKalb County households with children. This includes approximately 3,700 DeKalb County children from pre-K to third grade. The PBS39 Media Lab at Eckhart Public Library helps children and families discover that any time can be learning time, that learning can be fun, and that PBS KIDS literacy activities can contribute to language and skill development for children 2-8.

PBS39 welcomed "Ryder," the station's new mascot. This smiling golden retriever, complete with scarf and backpack, encourages young people to go exploring through reading, the arts, and outdoor events. Ryder was introduced at PBS39's first free "Explorer Day" in June 2014 – the family-oriented event was held on the station's grounds and featured crafts, games, live music and refreshments.

In April 2014, The Fort Wayne TinCaps, Longe Optical, and PBS39 announced a multi-year partnership in expanding the TinCaps Reading Program, a venture that serves more than 100,000 children in the Northeast Indiana and Northwest Ohio regions. The addition of a corporate sponsor to the TinCaps Reading Program ensures that the reach of the effort will expand beyond schools and libraries, and into Longe Optical's four retail locations, helping children improve their reading skills. "It has been a great opportunity to pair America's greatest pastime with America's number one source for educational programs," said PBS39 General Manager Bruce Haines. "As the nation's most-trusted and most-watched TV source for kids, PBS KIDS and PBS39 are uniquely positioned to pair with the TinCaps to help families keep the learning going while they have fun together."

PBS39 hosted free public preview screenings of Ken Burns' *Roosevelts* (September 2014) and *Downton Abbey* Season Five (December 2014). During 2014, the station also provided tours for more than 25 groups, offered its meeting space to community groups, hosted an audio edit suite for IPFW students, and coordinated internships with area schools.

PBS39 participated with a variety of organizations as a media sponsor for events in 2014, such as The Fort Wayne Philharmonic, The Honeywell Center (Wabash), IPFW, The Embassy Theatre, The Niswonger Performing Arts Center of Northwest Ohio (Van Wert), Foellinger-Freimann Botanical Conservatory, Fort Wayne Parks and Recreation, The League for the Blind and Disabled and Three Rivers Festival.



Expanding Area Arts Coverage

PBS39 is connecting northeast Indiana viewers with the diversity and creativity of the area's arts and cultural organizations. In-studio performances (such as Heartland Sings! Celtic Concert shown at right) and live concerts by the IPFW School of Visual and Performing Arts and the Fort Wayne Philharmonic have taken place. Funding is now being sought for HD remote production equipment to provide PBS39 with the ability to originate programming from venues and locations throughout the region. Such capacity can extend viewer access to these events, which raises their value and impact while creating a regional community.



Encouraging Civic Engagement

PBS39 plays an important role in the community by addressing local interests and concerns. In 2014, PBS39 broadcast the only live Indiana Third District Congressional Candidates Debate from our studios. The debate, produced in partnership with The Mike Downs Center for Indiana Politics at IPFW, included, Justin Kuhnle (D), incumbent U.S. Representative Marlin Stutzman (R) and Scott Wise (L). Beyond the elections, PBS39 hosted state legislators and leaders in the early childhood education field in 2014 for a taping of *Primetime39* on pre-K development. This was followed by a broadcast "Little Children, Big Returns" with live panel follow-up discussion and call in. PBS39 also produced weekly viewer call-in shows with area lawmakers during each session of the Indiana General Assembly.



Extending Education Outreach

Under PBS' Ready to Learn initiative and PBS KIDS Raising Readers, PBS39 focused on building reading skills during summer months in 2014 when children are not attending school. Families picked up free summer reading packets at several northeast Indiana locations, such as Kendallville Parks and Recreation, Eckhart Public Library (Auburn), and Fort Wayne's Weisser Center, Urban League and Healthy Families Allen County. Packets included activity booklets, bookmarks, reading charts and posters, and free IPAD and IPHONE math and literacy app downloads. All materials were literacy-focused to help kids build key skills for learning. Parents logged book titles and dates when the children read, or were read to, for at a period of at least 15 minutes over ten sessions. Ryder, PBS39's new mascot (right), was featured at summer events to promote the initiative, which connected with more than 500 children.





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Radio Reading Service Now on PBS39; NEIRRS Partnership Expands Reach

Reach in the Community:

People with blindness or visual disabilities who listen to Northeast Indiana Radio Reading Service (NEIRRS) programs can now do so from their TVs thanks to a newly developed partnership in fall 2014 between PBS39, the Allen County Public Library and NEIRRS.

Partnerships:

The partnership between the library, PBS39 and NEIRRS started to form as a result of PBS39's evaluating ways to best utilize its digital channels for public service. "The Northeast Indiana Radio Reading Service has established itself as being essential for those who have visual issues or any kind of challenge and who want to stay connected to the world around them," said Bruce Haines, general manager of PBS39. "That is a shared spirit with public television."

Carrying the audio service through television will "broaden and significantly increase how many people will be able to listen to the broadcast," said Georgan Johnson-Coffey, manager of the reading service. "It's a thrill for us to have our broadcast on 39.4," she said. "We get a lot of feedback from our listeners, who (say) the Northeast Indiana Radio Reading Service broadcast of the newspapers and of the magazines 24 hours a day, seven days a week, 365 days a year, is truly their lifeline."

The live broadcasts are available on the Second Audio Program (SAP) of Channel 39.4 – a digital sub-channel of PBS39 available on most televisions. NEIRRS is a part of the Allen County Public Library, where volunteers prepare and read daily newspapers, magazines, books and more over radio airwaves.

Impact and Community Feedback:

The PBS39-NEIRRS collaboration extends the radio service's programs to a wider audience. She said that sometimes the NEIRRS radio receivers can be scratchy within the listener's home. With the digital sub-channel, the broadcasts are clear. About 5,000 people subscribe to the Northeast Indiana Radio Reading Service, tuning in via radio or online. It is estimated that 80,000 to 100,000 people will have the potential to listen to NEIRRS programming via PBS39, such as the reading of The News-Sentinel, The Journal Gazette, other area newspapers, grocery ads, magazines and stories of general interest.

"Access to information is empowering," Johnson-Coffey said. "It gives them a quality of life they wouldn't have without it."



(NEIRRS Manager Georgan Johnson-Coffey, above right, at a press conference announcing the expansion of the radio reading service over the secondary audio channel of PBS39.4)

How to tune in NEIRRS on PBS39

Note: Instructions may vary depending on type of TV and remote.

Step 1: Tune to Channel 39.4 using your television remote.

Step 2: Press the menu button on the remote to bring up the on-screen instructions.

Step 3: Find the "Language" setup menu. This could be in the main setup menu or part of the audio menu, depending on your television.

Step 4: Choose the option to change the audio language. In the "Language" setup menu, you may have a choice between the on-screen language you would see in closed captioning or the audio language the TV will use. Choose the option to change the audio language.

Step 5: Change the selection from "English" to "French." At this point, you should hear the audio signal change from the audio for 39.4 to the Northeast Indiana Radio Reading Service broadcast – in English.





FY 2014 LOCAL CONTENT AND SERVICE REPORT Evaluating Outcomes, Measuring



For Veterans Day 2014, PBS39's latest documentary presentation, "Honor Flight Northeast Indiana-Honoring A Generation," recalls the six year history of the regional organization that has transported more than 900 area World War II veterans -- free of charge -- to visit the National World War II Memorial in Washington, D.C. PBS39 Producer Ray Steup chronicled the Honor Flight experience and profiled World War II veterans Robert Foster of Fort Wayne (United States Army), Bonnie Habegger of Berne (United States Army Nurse Corps), and Leo Scheer of Huntington (United States Navy), telling their stories of service and sacrifice during the war years and the impact of their individual experiences in the context of their visit to the National World War II Memorial.

The HFNEI documentary is a wonderful project that has been enjoyed by many. I still have people complimenting us and PBS39 about the production that highlights not only our organization but several of our WWII heroes from northeast Indiana.

- Bob Myer;
President, Honor Flight Northeast Indiana

Seated at the World War II Memorial in 2013 are Bud Jacobs, an army sergeant in WWII, and Dennis Covert, Bud's Honor Flight guardian and a Vietnam War veteran.



Public service is achieved and public trust is earned only as PBS39 continues to deliver significant programming and services to engaged audiences and as the community values the station for its responsiveness, relevance and relationships.